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ABSTRACT

The sample test items included in this document are intended as a resource for teachers of Marketing and Distributive Education programs with emphasis on hospitality and recreation marketing, and tourism and travel services marketing. The related curriculum material has been published in the Travel and Tourism syllabus, an advanced-level module in the series of options for the second year of marketing and distributive education. The items represent suggestions for measuring the student's knowledge of facts and concepts and ability to translate these into simulated or actual job situations. It is suggested that selections, adjustments and additions be made for local programs. A key to appropriate responses is also provided. (Author/AL)

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MEASURING STUDENT ACHIEVEMENT IN

TRAVEL & TOURISM

U.S. DEPARTMENT OF EDUCATION
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The University of the State of New York
THE STATE EDUCATION DEPARTMENT
Bureau of Business, Marketing and Distributive Education
Albany, New York 12234

TRAVEL and TOURISM

Sample Test Questions

The University of the State of New York
The State Education Department
Bureau of Business, Marketing and Distributive Education
Albany, New York 12234
1981

THE UNIVERSITY OF THE STATE OF NEW YORK

Regents of The University (*with years when terms expire*)

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FOREWORD

These sample test items are intended as a resource for teachers of Marketing and Distributive Education programs with emphasis on hospitality and recreation marketing, and tourism and travel services marketing. The related curriculum material has been published in the Travel and Tourism syllabus, an advanced-level module in the series of options for the second year of marketing and distributive education.

The items represent suggestions for measuring the student's knowledge of facts and concepts and ability to translate these into simulated or actual job situations. Selections, adjustments and additions should be made for local programs. A key to appropriate responses is also provided.

Appreciation is expressed for the planning, item writing, and reviewing team which consisted of Ms. Mary Oliver and Ms. Mary Corrado of the Bureau of Elementary and Secondary Educational Test Development, Mr. William Plimley, formerly of the Bureau of Distributive Education, and the following representatives from secondary schools:

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We hope the material will be useful and stimulate additional ideas for the evaluation of student progress.

CONTENTS

Hotel, Motel, and Lodging Services

		Pages
Unit I	Development and Growth	
	Questions 1 - 12.....	1 - 2
Unit II	Careers in Lodging	
	Questions 13 - 22.....	2 - 4
Unit III	Salesmanship	
	Questions 23 - 31.....	4 - 5
Unit IV	Front Office Procedure	
	Questions 32 - 42.....	5 - 7
Unit V	Advertising and Sales Promotion	
	Questions 43 - 56.....	7 - 9
Unit VI	Marketing Research	
	Questions 57 - 69.....	9 - 11
Unit VII	Credit in the Lodging Industry	
	Questions 70 - 77.....	11 - 12
Unit VIII	Hotel Law	
	Questions 78 - 86.....	12 - 13
Unit IX	The Catering Department	
	Questions 87 - 100.....	13 - 15

Recreation Marketing

Transportation and Travel Marketing

Unit I	Transportation, Travel, and Tourism	Pages
	Questions 101 - 115	16 - 17
Unit II	Careers in Transportation	
	Questions 116 - 127	18 - 19
Unit III	Fundamentals of Ticketing	
	Questions 128 - 135	19 - 20
Unit IV	Duties of the Travel Agent	
	Questions 136 - 145	20 - 22
Unit V	Tours	
	Questions 146 - 158	23 - 25
Unit VI	The Travel Agency	
	Questions 159 - 167	26 - 27
Group Questions		
	Questions 168 - 194	28 - 41
Scoring Key		42 - 47

TRAVEL AND TOURISM

Directions (1-167): On your answer paper write the number preceding the word or expression that, of those given, best completes the statement or answers the question.

Hotel, Motel, and Lodging Services

Unit I. Development and Growth (1-12)

1 During the sixth century, travel increased as a result of

1 an increase in leisure time
2 social persecutions which caused people to leave their homes
3 the elimination of the barter system and the use of money as a medium of exchange
4 a desire to leave traditional homesites and explore the world

2 In which year was the first American hotel founded?

(1) 1776
(2) 1794
(3) 1806
(4) 1875

3 During the early years of the hotel business, the word "ordinary" referred to

1 an inside water closet
2 the quality of the hotel
3 the size of the room
4 a set meal

4 The term "water closet" refers to a

1 watering place for horses
2 place to store drinking water
3 bathroom
4 kitchen

5 Which type of lodging originated with the tourist court?

1 hotel
2 motel
3 hostel
4 boarding house

6 How many meals a day, if any, are included in the price of a room under the Modified American Plan (M.A.P.)?

1 one
2 two
3 three
4 none

7 Which plan includes three full meals a day in the price of the room?

1 Continental Plan
2 Modified American Plan
3 American Plan
4 European Plan

8 The plan that includes only breakfast with the hotel stay is called the

1 American Plan
2 European Plan
3 Continental Plan
4 Modified American Plan

9 Which hotel/motel franchise operation has headquarters in Memphis, Tennessee?

1 Hyatt Corporation
2 Howard Johnson's Motor Lodges
3 Ramada Inn
4 Holiday Inn

10 During which decade did franchising food and beverage services in a hotel become popular?

(1) 1930's
(2) 1940's
(3) 1950's
(4) 1960's

11 Which is not an advantage of the franchise type of ownership in the lodging industry?

1 expert assistance and guidance from the parent company
2 guaranteed success and profits
3 an established name and reputation
4 national advertising and reservation assistance

12 Which airline system operates the Intercontinental Hotels chain?

1 Pan American World Airways
2 American Airlines
3 Trans World Airlines
4 United Airlines

Unit II. Careers in Lodging (13-22)

13 The front office cashier has a special opportunity to build good will for the hotel/motel because the.

1 cashier has business dealings with every guest
2 checkout of guests is the cashier's only duty
3 cashier represents management
4 cashier makes advance reservations

14 A hotel/motel employee with an attitude of enthusiasm and concern is valued by employers because the employee

1 appreciates the job
2 relates this attitude to customers
3 anticipates problems
4 follows instructions

15 Which is an entry-level job in the lodging industry?

1 maitre d'
2 chef
3 housekeeper
4 desk clerk

16 Which is not an advantage of working in the lodging industry?

1 opportunity for advancement
2 job security
3 steady, regular hours
4 social contact with many people

17 Which is not considered an executive-level job in the lodging industry?

1 administrative chef
2 personnel director
3 headwaiter
4 chief engineer

18 In the lodging industry, which person is in charge of ordering and inventorying food?

1 chef
2 steward
3 pantry supervisor
4 garde manager

19 Which are considered nonservice departments in the lodging industry?

(1) bar and dining room
(2) advertising and publicity
(3) PBX and laundry
(4) housekeeping and maintenance

20 Which is not a primary duty of the front office?

1 making reservations
2 registering incoming guests
3 handling complaints
4 arranging for the care of laundry

21 Which job is classified as a front desk position?

1 bellhop
2 general manager
3 banquet manager
4 room clerk

22 Which is a function of the service department in the lodging industry?

1 handling company mail
2 writing advertisements
3 assisting with luggage
4 billing guests

Unit III. Salesmanship (23-31)

23 Which is the first step of a sale?

1 soliciting the customer's name
2 determining the customer's needs
3 demonstrating the product
4 approaching the customer

24 Which step of the sales process involves a hotel's/motel's use of the guest's comment form as it relates to repeat business?

1 approach
2 demonstration
3 answering objections
4 the close

25 Which common customer need do hotels/motels satisfy?

1 shelter
2 furnishings
3 swimming pool
4 entertainment

26 Which is an example of suggestion selling of additional services in the hotel/motel industry?

1 in-room motion pictures display at the front desk
2 a list of local restaurants
3 free parking
4 a list of other hotels/motels in the chain

27 Who is primarily responsible for sales of additional services to guests?

1 front office manager
2 general manager
3 sales manager
4 convention sales manager

28 Approximately what percent of a customer's bill do Diner's Club and American Express charge major hotel/motel chains for authorized use of their credit cards?

(1) 8%
(2) 10%
(3) 3%
(4) 15%

29 What is the customer's maximum liability for the unauthorized use of the customer's credit card?

(1) $25.00
(2) $50.00
(3) $100.00
(4) $250.00

30 If most hotels/motels had a choice, they would prefer to use their own credit systems because

1 their losses from bad debts are less when they establish their own credit system
2 the major credit card services charge them a percentage of the bill
3 it is simpler to use their own bookkeeping and billing system
4 they suffer all losses when a customer refuses to pay the bill to the credit company

31 Most hotels/motels accept the use of major credit cards because it

1 is a very inexpensive way to do business
2 increases business over a cash-only system
3 is more labor intensive than handling cash
4 guarantees travelers will use the hotel/motel when on the road

Unit IV. Front Office Procedure (32-42)

32 In providing good service to the vacationing customer, the most important area in the hotel/motel is the

1 front office
2 sales office
3 catering office
4 publicity office

33 Which is an advantage to the lodging industry of establishing good customer relations?

1 improved communications
2 increased profits
3 improved morale
4 greater employee turnover

34 Which trait of the hotel/motel employee is most important in creating good customer relations?

1 ambition
2 loyalty
3 self-confidence
4 friendliness

35 A person who has a hotel reservation arrives to discover that the hotel is fully booked. The most likely reason is that

1 a mistake with the reservation was made at the desk
2 the reservation was made with another hotel
3 the hotel overbooked to insure full occupancy
4 another person with the same name arrived and the reservations were confused

36 The most recent advance in motel security is the use of

1 guard dogs
2 closed-circuit cameras
3 electromagnetic room entry cards
4 automatic chain locks

37 In the lodging industry, the term "guaranteed reservation" means that the

1 hotel/motel guarantees holding a room for the client
2 client guarantees payment even if he or she does not register
3 client is guaranteed a certain room
4 client guarantees arrival before 6:00 p.m.

38 What percent of reservations are made by the guests themselves?

(1) 18%
(2) 2%
(3) 29%
(4) 41%

39 Which is <u>not</u> a function of the front desk?

1 answering communications about accommodations
2 registering guests and assigning rooms
3 handling mail, telegrams, and messages for guests
4 furnishing information about the community and local events

40 When a travel agency makes a hotel reservation, it receives a commission from the

1 client
2 broker
3 tour company
4 hotel

41 Overbooking is an advantage to the

1 hotel/motel
2 client
3 tour company
4 travel agent

42 A debit balance on a customer's folio indicates an

1 amount due customer
2 allowance amount
3 amount due hotel
4 amount to be transferred

Unit V. Advertising and Sales Promotion (43-56)

43 The first step in any hotel's/motel's advertising campaign is to determine the

1 image to be projected
2 advertising budget
3 advertising medium to use
4 desirability of using an advertising agency

44 Included in the hotel/motel promotional mix are advertising, personal selling, and

1 profit sharing
2 employee training
3 marketing research
4 merchandising

45 Before a promotion campaign is undertaken, a market analysis is needed to determine the

1 type of media to be used
2 type of guest to be reached
3 condition of the building being promoted
4 size of the staff needed to conduct the campaign

46 The largest portion of a tourist's dollar is spent on

1 lodging
2 food and drink
3 amusement
4 transportation

47 On the average, what percent of room sales income is spent on advertising and sales promotion?

(1) 20%
(2) 10%
(3) 5%
(4) ½%

48 Which type of advertising is most effective in the resort hotel marketplace?

1 television
2 magazine
3 billboard
4 word of mouth

49 Billboard advertising is frequently used on major highways because it is the form of advertising which is the

1 least expensive
2 most permanent
3 easiest to create and develop into a finished product
4 most effective in capturing the undecided customer traveling through the area

50 An example of an endorsing organization is

(1) USTOA
(2) UFTAA
(3) WATA
(4) AAA

51 Conventions are welcomed by a hotel because they

1 are usually planned for slow periods when the hotel needs the business
2 enable the hotel to avoid the problems of individual guests
3 tend to create a party atmosphere which makes the other nonconvention guests feel comfortable
4 bring customers to the hotel who do not make noise or cause room damage

52 What percent of sales volume does "group business" account for in major hotels/motels?

(1) 8%
(2) 15%
(3) 35%
(4) 60%

53 The four basic types of group travel business are conventions, sales meetings, incentive travel, and

1 tourist travel
2 industrial travel
3 government employee travel
4 private travel

54 If a motel wishes to reach a sports-oriented market, which advertising medium would be best to use?

1 special interest publications
2 celebrity radio talk shows
3 national TV
4 billboards

55 What percent of the people who stay at a hotel/motel use the telephone directory Yellow Pages to choose that property?

(1) 12%
(2) 24%
(3) 42%
(4) 58%

56 Spot radio and TV advertisements are usually used by the lodging industry to promote

1 convention sales
2 repeat transient sales
3 room, food, and beverage sales
4 tour package sales

Unit VI. Marketing Research (57-69)

57 In order to be effective, direct mail sales letters should contain

1 localisms
2 handwritten material
3 elaborate descriptions
4 a call for immediate action

58 In an interview, which type question gives the customer the greatest freedom in answering?

1 two-choice questions
2 multiple-choice questions
3 rating-scale questions
4 open-ended questions

59 Which is the main advantage of using a telephone survey to conduct market research?

1 It is the most effective method of interviewing people.
2 It provides the greatest rate of response from the customer.
3 It is less expensive and time consuming than other techniques.
4 It can obtain more information about a customer's lifestyle than other techniques.

60 The results of market research are usually used to

1 control advertising
2 lower the cost of merchandise
3 determine the proper marketing mix
4 determine the advertising budget

61 The data acquired through a market research project will probably be used to

1 guide business actions
2 control secondary sources of information
3 determine costs of goods sold
4 provide advertising cost information

62 Who should be surveyed to determine guest reaction to a particular hotel?

1 all guests who have stayed in the hotel
2 guests who have stayed in the hotel more than once
3 guests who have returned evaluation forms
4 a random sample of guests who have stayed in the hotel

63 Who should be contacted about conducting a survey regarding the building of a new motel?

1 a member of the local chamber of commerce
2 a government official
3 a professional market research analyst
4 a local banker

64 Which is usually of least interest to the modern motelkeeper?

1 attitudes of the traveling public toward motels
2 reasons why guests choose one motel over another
3 categories of guests by age, sex, and income
4 religious or political attitudes of guests

65 Which information can not be obtained by marketing surveys and analysis?

1 where and when to advertise most effectively
2 trends of commercial travelers and their expenditures for food and lodging
3 a clear indication of who the guests will be, where they will come from, and how much they will spend
4 consumer incomes and trends in discretionary income

66 What percent of the potential leisure travel "mass market" for the lodging industry has no more than a high school education?

(1) 94%
(2) 80%
(3) 65%
(4) 40%

67 The market segments of the lodging industry may be broken down into all the following except

1 ages of children
2 education
3 income
4 sex

68 Market research is an important tool in the business decisionmaking process because it allows a business to

1 be 100% sure its decisions are correct
2 apply a scientific decisionmaking procedure to business problems
3 obtain inexpensive information
4 obtain an accurate picture of the internal business workings

69 Which factor is the most important to the success of a new hotel/motel?

1 location
2 types of available recreational facilities
3 competition
4 number of rooms

Unit VII. Credit in the Lodging Industry (70-77)

70 Which statement best describes the standard personal check-cashing policy in the lodging industry?

1 Third-party checks should be accepted if the guest presents proper identification.
2 Checks must be approved by a supervisor and accompanied by proper identification.
3 Guests should be allowed to cash checks for any amount.
4 Postdated checks should be accepted to prevent guests from overdrawing their accounts.

Note that question 71 has only three choices.

71 On a check, if the amount in words is different from the amount in numbers, which amount, if any, will the bank pay?

1 the amount in words
2 the amount in numbers
3 neither amount

72 A check which is dated in the future is called

1 postdated
2 restricted
3 qualified
4 predated

73 The maximum amount of interest that a company can charge on a credit sale is set by

1 the individual company
2 a state regulatory agency
3 a county regulatory agency
4 the Federal Government

74 Which credit card procedure is not necessary?

1 checking the expiration date on the card
2 verifying the guest's signature
3 checking the credit card against a bulletin listing unacceptable account numbers
4 writing the guest's driver's license number on the receipt

75 When extending credit to a customer on a major charge card, which procedure is not usually necessary?

1 checking the expiration date
2 comparing signatures from the charge card with the charge form
3 asking for a second form of identification
4 calling the credit company for approval if the amount requires it

76 Which item is not imprinted by a charge card machine?

1 customer's name
2 customer's account number
3 item purchased
4 company's name

77 When the normal charge-card form is completed, it is not necessary to

1 list the room charges on the form
2 imprint the company's name and number on the form
3 print the invoice number on the form
4 have the customer sign the form

Unit VIII. Hotel Law (78-86)

78 Which best describes the liability of a hotelkeeper in the event of an accidental fire?

1 The hotelkeeper is liable for all injuries.
2 The hotelkeeper is liable for the cost of lodging for the hotel's guests.
3 The hotelkeeper must determine the cause of the fire.
4 The hotelkeeper is not liable for the loss of guests' property.

79 Which action may be taken when a guest does not pay the hotel bill?

1 A warrant may be obtained for the guest's arrest.
2 A lien may be placed on the guest's baggage.
3 The guest's car may be impounded.
4 The guest may be forced to stay until the bill is paid.

80 A lodging establishment assumes liability for property of a guest when the

1 reservation is made
2 official registration form is signed
3 bellhop takes charge of the baggage
4 key is issued

81 The law allows an innkeeper to turn away a guest when the prospective guest

1 is under 18 years of age
2 wishes to charge the bill in advance
3 refuses to make advance payment
4 has no baggage

82 Which area is <u>not</u> regulated by statutory or common law in the lodging industry?

1 liability of the innkeeper for the goods of guests
2 right of lien the innkeeper has on the property of guests until their bill is paid
3 protection afforded the innkeeper against fraud by the action of guests
4 specific services and facilities to be provided by each lodging establishment

83 The premium for unemployment insurance is paid by the

1 employer, only
2 employee, only
3 employer and the employee
4 state

84 What is the minimum number of consecutive hours each lodging industry employee must be given off work per week?

(1) 12
(2) 18
(3) 24
(4) 48

85 The first general statute dealing with collective bargaining was the

1 Wagner Act
2 Comprehensive Employment and Training Act
3 Fair Labor Standards Act
4 Taft-Hartley Act

86 Which insurance protects employees who are hurt on the job?

1 disability
2 workers' compensation
3 social security
4 unemployment

<u>Unit IX. The Catering Department</u> (87-100)

87 In addition to the bartender, which person is responsible for serving alcoholic beverages?

1 sous chef
2 wine steward
3 maitre d'
4 porter

88 Which manager is considered a department head?

1 general manager
2 catering manager
3 executive assistant manager
4 bar manager

89 Which person is responsible for taking a restaurant patron's order?

1 waiter
2 hostess
3 steward
4 headwaiter

90 The sales division of the catering department is headed by the

1 beverage controller
2 banquet manager
3 chief steward
4 sales manager

91 Which person is responsible for obtaining food price quotations?

1 general manager
2 purchasing agent
3 chief steward
4 banquet manager

92 What percent of guests eat breakfast at the hotel in which they are staying?

(1) 10%
(2) 40%
(3) 60%
(4) 90%

93 In New York State, what is the minimum age requirement to become a bartender?

(1) 16
(2) 18
(3) 21
(4) 25

94 If a bottle of liquor is 80 proof, this means it is

(1) 80 years old
(2) 40 years old
(3) 80% alcohol
(4) 40% alcohol

95 The major reason that the liquor and related beverages inventory must be planned to avoid overbuying is that

1 these beverages tend to lose their flavor after a short time
2 it is difficult to secure these items against theft
3 it is expensive to have money tied up in oversupply
4 these beverages can frequently be purchased at large discounts

96 What is the average gross profit from liquor sales based on cost?

(1) 25%
(2) 35%
(3) 50%
(4) 68%

97 Food controllers are responsible for predicting

1 price changes
2 customer needs
3 portion sizes
4 number of meals

98 Menus which are continually rotated are usually based on a plan of

(1) 7 days
(2) 14 days
(3) 21 days
(4) 28 days

99 Which is <u>not</u> crucial to the profitability and success of the catering department?

1 purchasing the right product in the right quantities at the right price
2 minimizing the cost of paperwork which is processed to obtain foodstuffs
3 maintaining rigid receiving requirements to assure payment only for goods received
4 hiring only experienced people who fully understand all phases of the catering business

100 The most important daily responsibility of the catering manager is to

1 follow management policies and strive for the desired profit
2 meet with all committees and coordinate their efforts
3 inspect the premises for fire hazards
4 work with the chef in planning the menu

Recreation Marketing

Transportation and Travel Marketing

Unit I. Transporation, Travel, and Tourism (101-115)

101 Which area does not rely on tourism as its major source of income?

1 Venezuela
2 Bermuda
3 Bahamas
4 Puerto Rico

102 A favorable balance of trade exists when

1 a country has a high gross national product
2 a country imports more than it exports
3 there is a high degree of international trade
4 a country exports more than it imports

103 Which type of transportation is most frequently used in government and commercial travel?

1 airplane
2 ship
3 train
4 bus

104 Which market includes government and commercial travel?

1 leisure
2 demand
3 legal
4 tourist

105 The most expensive method of transporting goods is by

1 ship
2 airplane
3 train
4 truck

106 The least expensive method of transporting goods is by

1 ship
2 airplane
3 train
4 truck

107 The book from which a travel agent can get information about flights is known as

(1) OMFG
(2) CATM
(3) OHRG
(4) OAG

108 What is the code for jet supersonic service?

(1) F
(2) Q
(3) R
(4) Y

109 Which type of aircraft engine is used in the fastest airplanes?

1 turboprop
2 jet
3 piston
4 fan-jet

110 Which aircraft is <u>not</u> a wide-bodied jet?

(1) A-300
(2) B-747
(3) C-400
(4) L1011

111 What does the code GIT (air fare) stand for?

1 Group Incentive Tour
2 Group Inclusive Tour
3 General Independent Travel
4 Guaranteed Individual Tour

112 The Federal governmental agency in charge of air travel is the

(1) FCC
(2) CAB
(3) NACA
(4) FDA

113 What does the code FCU stand for?

1 Foreign Currency Unit
2 Fare Construction Unit
3 Fare Calculated Under
4 Flight Coupons Used

114 Based on transportation statistics, which mode of transportation has the lowest fatality rate per mile traveled?

1 train
2 airplane
3 bus
4 ship

115 Which city is <u>not</u> considered a major cruise port?

1 New York
2 Port Everglades
3 San Francisco
4 San Diego

Unit II. Careers in Transportation (116-127)

116 The main function of a travel agent is to

1 sell travel
2 give out free travel literature
3 issue passports
4 sell airplane tickets

117 Which person computes the cost of carrying freight by truck?

1 traffic manager
2 rate clerk
3 dispatcher
4 bookkeeper

118 Whose duties include selling shore excursions to passengers on board a cruise ship?

1 purser
2 cabin steward
3 tour conductor
4 social director

119 Which person is responsible for keeping buses running on schedule?

1 dispatcher
2 station manager
3 inspector
4 route clerk

120 Which is the most common travel agency job title?

1 department manager
2 ticket agent
3 clerk typist
4 travel counselor

121 Outside sales agents for travel agencies receive their commissions from a

1 client
2 government agency
3 principal
4 travel agency

122 Which is an advantage of being a travel agent?

1 The travel agent's work is easy.
2 There is little book-type detail work.
3 The travel agent is always in control of travel situations.
4 When traveling, the travel agent is frequently given V.I.P. treatment.

123 Which course of study would be of <u>least</u> value to a prospective travel agent?

1 foreign language
2 typewriting
3 mathematics
4 geography

124 A thorough knowledge of tours, fares, cruises, and hotels is needed for a position as

1 a travel agent
2 an airline ticket agent
3 an airline reservation agent
4 a railroad ticket agent

125 According to a survey conducted by the State Education Department, which is an essential job attribute for travel agency employees?

1 typing skills
2 customer contact skills
3 friendly demeanor
4 knowledge of customs regulations

126 According to a survey conducted by the State Education Department, which is an essential attribute for a person entering the travel and tourism industry?

1 bilingualism
2 knowledge of foreign currency
3 knowledge of customs regulations
4 a friendly demeanor

127 According to a survey conducted by the State Education Department, which is an essential skill attribute for the transportation, travel, and tourism employee?

1 bilingualism
2 knowledge of sales techniques
3 knowledge of time zone changes
4 typing competency

Unit III. Fundamentals of Ticketing (128-135)

128 How many classes of service are offered on most cruises?

1 one
2 two
3 three
4 four

129 Which tax is collected on travel from one Alaskan city to another Alaskan city?

1 domestic tax
2 international tax
3 tax computed from the Alaskan tax table
4 state sales tax

130 A passenger is confirmed to travel to the Caribbean on a 21-day excursion fare in high season. Which information should be put in the fare basis box of the ticket?

(1) YLE21
(2) YHE14
(3) YHE45
(4) YHE21

131 Which combination should be used to ticket a 10-legged itinerary?

(1) 2 five-legged tickets
(2) 2 four-legged tickets and a two-legged ticket
(3) 3 four-legged tickets with two coupons voided
(4) 3 three-legged tickets and a one-legged ticket

132 Which is the most common form of bus ticket?

1 matrix
2 preprinted
3 open form
4 imprinted

133 To find out if a particular credit card is accepted by a carrier, the travel agent should check the

(1) Travel Planner
(2) Official Airline Guide
(3) Squire's Tariff
(4) IATA Ticketing Handbook

134 Which is <u>not</u> an acceptable form of payment for a cruise?

1 cash
2 travel agent's check
3 credit card charge
4 third-party check

135 When an airline ticket is charged to a credit card account, the form of payment box should be filled in with

(1) "paid by credit card," only
(2) "paid by credit card" and name of credit card
(3) "cc" and credit card name and number
(4) "cc" and travel agent's name and number

<u>Unit IV. Duties of the Travel Agent</u> (136-145)

136 At the close of a travel sales transaction, which mechanical procedure should be performed?

1 cashing out
2 typing a thank you letter
3 completing tickets and travel documents
4 filling out a charge card application

137 The best way to handle sales objections is to

1 avoid them
2 not acknowledge them
3 argue against them
4 anticipate them

Base your answers to questions 138 and 139 on the information and table below.

To: DALLAS/FT. WORTH, TEXAS CDT DFW
D-DFW (DALLAS/FT. WORTH)
L-DAL (LOVE FIELD)

From: WASHINGTON, D.C. EST WAS
Also See Airline Service Pages for DL
D-IAD (DULLES), N-DCA (NATIONAL), I-BAL (BALTIMORE)

CONNECTIONS

A	183.33	14.67	198.00	F	JT	
B	170.37	13.63	184.00		CC	
C	149.07	11.93	161.00	F	THRU	
D	117.59	9.41	127.00		CC-T	
E	114.81	9.19	124.00	FN/Y	JT/THRU	
F	112.04	8.96	121.00		CC	
G	91.67	7.33	99.00	YN	THRU	

	3:35a	B	7:38a	D	DL	595	FnYn	72S	0
(EG)	5:05a	ATL	6:50a	DL		1197	FnYn	L10 B	0
	8:10a	N	11:48a	D	EA	905	FY	72S B	0
(CE)	9:52a	ATL	10:48a	EA		361	FY	D9S L	0
	9:40a	B	1:05p	D	DL	721	FY	D9S B	0
(CE)	11:17a	ATL	12:15p	DL		1121	FY	L10 L	0
	11:03a	B	2:19p	D	EA	147	FY	D9S L	0
(CE)	12:41p	ATL	1:30p	EA		585	FY	72S L	0
	11:05a	N	2:19p	D	EA	139	FY	72S L	0
(CE)	12:43p	ATL	1:30p	EA		585	FY	72S L	0
	1:27p	N	5:00p	D	EA	133	FY	727 S/	0
(CE)	3:09p	ATL	4:00p	EA		681	FY	D9S S	0
	4:18p	B	7:38p	D	AL	451	S	B11	0
(AE)	5:08p	PIT	6:05p	AA		331	FY	707 D	0
	5:20p	N	9:09p	D	EA	137	FY	72S D	0
(CE)	7:01p	ATL	8:15p	EA		383	FY	727 S	0
	7:49p	N	11:20p	D	EA	593	FY	72S	0
(BE)	9:23p	ATL	10:32p	DL		1185	FnYn	L10	0
	7:49p	N	11:40p	D	EA	593	FY	72S	0
(CE)	9:23p	ATL	10:49p	EA		373	FnYn	D9S S	0
	7:55p	N	11:20p	D	DL	545	FY	72S S	0
(CE)	9:25p	ATL	10:32p	DL		1185	FnYn	L10	0
X6	9:20p	N	12:19a	D	AL	617□	S	BE9	0
(DF)	9:40p	BAL	10:30p	AA		397	FnYn	72S S	0
							EFFECTIVE JUN 8		
X6	9:20p	N	12:36a	D	AL	617□	S	BE9	0
(DF)	9:40p	BAL	10:47p	AA		397	FnYn	72S S	0
							DISCONTINUED AFTER JUN 7		
	10:00p	N	1:17a	D	DL	593	FnYn	72S	0
(EG)	11:30p	ATL	12:28a	DL		995	FnYn	D8S	0
	10:00p	N	1:17a	D	EA	459	FnYn	D9S	0
(EE)	11:42p	ATL	12:28a	DL		995	FnYn	D8S	0

138 From which airport does Eastern Flight 905 depart?

1 Dulles
2 National
3 Love Field
4 Dallas/Ft. Worth

139 Which connecting flights (combination) would be the least expensive?

1 Eastern 593 connecting to Delta 1185
2 Allegheny 617 connecting to American 397
3 Delta 593 connecting to Delta 995
4 Eastern 905 connecting to Eastern 361

140 Which statement is most appropriate for a travel agent to make to a client who is hesitant to take an option?

1 "There's absolutely no obligation with an option."
2 "I'll call you in a few days after you've thought it over."
3 "You should let me take an option now or the ship will get booked up."
4 "Please feel free to call me if you change your mind."

141 What does an X5 at the beginning of a line in the OAG (Official Airline Guide) mean?

(1) 5 extra flights
(2) 5 stops
(3) except Friday
(4) flight number X5

142 Which guide book would be the most helpful when planning rail travel within Europe?

1 International OAG
2 Cook's Continental Time[illegible]ble
3 Pan Am's World Guide
4 Hotel and Travel Index

143 Travel agencies have found that one of the major problems with selling guide and shopping books is that these books tend to

1 take up too much space in the office
2 be unreliable sources of information
3 disappear from the office with no record of payment received
4 be disorganized and hard to work with

144 In making a domestic airline reservation on multiple carriers, the travel agent should call

1 each carrier
2 the originating carrier
3 the largest carrier being used
4 the tour operator

145 In making an international airline reservation on multiple carriers, the travel agent should call

1 each carrier
2 the originating carrier
3 the first international carrier
4 the largest carrier being used

Unit V. Tours (146-158)

146 Which combination of land arrangements would constitute an ATC approved tour featuring a spectator sports event?

1 hotel, transfers, and baggage handling
2 hotel, transfers, and sightseeing
3 hotel, prepaid admission to the event, and sightseeing
4 hotel, sightseeing, and car rental

147 Which land arrangements must be included in an ATC approved tour featuring a national park?

1 hotel, transfers, and baggage handling
2 hotel, transfers, and sightseeing
3 hotel and prepaid admission to the park
4 hotel, sightseeing, and car rental

148 Which is the least expensive fare?

(1) group inclusive tour fare
(2) charter air fare
(3) ITX fare
(4) advance purchase excursion fare

149 Which is a requirement of all IATA approved tours?

(1) all travel by air
(2) 20% deposit, balance on departure
(3) accommodations for at least six nights
(4) a visit to at least two cities

150 Which reference book is most helpful in planning an international tour package?

(1) Consolidated Air Tour Manual
(2) OAG Worldwide Tour Guide
(3) OAG Worldwide Edition
(4) OAG Travel Planner, European Edition

151 Why is it recommended that a travel agent sell an independent tour rather than independent travel?

1 The client will encounter fewer restrictions on a tour.
2 It is more profitable to sell tours than transportation.
3 The independent tour is easier to arrange.
4 Independent travel is harder to sell.

152 Which is the least important factor to consider when selling a package tour?

1 destination
2 purpose of trip
3 client's budget
4 client's occupation

153 If a tour is escorted, it means that

1 accommodations are provided for two people per room, only
2 anyone under twenty-one must be accompanied by parent
3 security personnel are provided
4 a guide is present

154 The use of hostels has been very popular with young people traveling through Europe primarily because of the hostels'

1 homelike atmosphere
2 general availability worldwide
3 low cost
4 reputation for good food

155 Hosteling through Europe is an example of

1 domestic hosteling
2 international hosteling
3 multinational hosteling
4 national hosteling

156 Which local community group is responsible for the development of travel and tourism in its area?

1 Lions Club
2 chamber of commerce
3 American Automobile Association
4 zoning board

157 Many countries have recently sponsored large advertising campaigns to attract tourists to their countries in order to

1 have their citizens become exposed to other cultures
2 show outsiders their pleasant living conditions and progress
3 demonstrate their need for economic aid
4 bring additional money and business into their economy

158 Based on the advertisement shown below, what is the hotel's main advertising appeal?

1 rest
2 price
3 entertainment
4 food and drink

ALL YOUR WISHES ARE GRANIT
CORBETT MONICA SAT. JULY 8
MIMI HINES SAT. JULY 15
ENZO STUARTI SAT. JULY 22
THE ONLY RESORT CATERING EXCLUSIVELY TO ADULTS
No need to dream about your "dream vacation" anymore. Wake up to The Granit . . . where fun and games are realities (and, our rates are realistic, too!) That's why The Granit is a natural for mature adults.
ENJOY
★The excellence of our accommodations
★3 Gourmet meals daily
★Exciting star-studded shows nightly
★Gala cocktail parties ★4 great bands nightly
—SUMMER SPECIALS—
MIDWEEK PACKAGE 4 DAYS-3 NIGHTS $93-$108 per pers., dbl. occup.
MIDWEEK PACKAGE 6 DAYS-5 NIGHTS $140-$170 per pers., dbl. occup.
WEEKEND PACKAGE 3 DAYS-2 NIGHTS $80-$100 per pers., dbl. occup.
NOW YOU CAN FLY TO CATSKILLS/SULLIVAN COUNTY VIA ALLEGHENY COMMUTER AIRLINES
GOLF COURSE ON PREMISES
WITH PGA PRO/INDOOR
POOL/HEALTH CLUB
INDOOR ICE SKATING
HORSEBACK RIDING
INDOOR MINIATURE GOLF
TENNIS/PADDLEBALL/
BOCCI/BASKETBALL
OUTDOOR TROPICAL POOL
3 NIGHTCLUBS
Granit
HOTEL & COUNTRY CLUB
Kerhonkson, N.Y. 12446 Tel.: (914) 626-3141
Westchester B'nai Zion August 13-20
Direct N.Y.C. wire: (212) 563-1881
Call toll free from N.J., Pa., Conn., Mass., & R.I.
800-431-7681

Unit VI. The Travel Agency (159-167)

159 Which is the most effective type of business promotion for a travel agency?

1 personal contact between members of the staff and potential clients
2 person-to-person telephone calls to potential clients
3 personal letters to potential clients
4 general mailings of materials about trips and upcoming tours

160 For which travel market is daily newspaper advertising most effective?

1 incentive
2 general vacation
3 commercial
4 group

161 The Interstate Commerce Commission controls

1 trade agreements between states
2 air traffic across state lines
3 bus traffic across state lines
4 trucking within a state

162 Which regulatory agency does not exercise control over the transportation, travel, and tourism industry?

1 Federal Communications Commission
2 Interstate Commerce Commission
3 Federal Trade Commission
4 Civil Aeronautics Board

163 Which is a regulatory agency in the travel industry?

1 Association for Travel Consultants
2 Air Travel Club
3 Air Traffic Conference
4 Association of Travel Companies

164 Which is a regulatory agency in the travel industry?

1 Consolidated International Agencies
2 Commuter Licenses International Association
3 Cruise Lines Interagency Network
4 Cruise Lines International Association

165 Which factor had a recent effect on the travel industry relying on motorcoach and automobile travel?

1 coal strike
2 gas shortage
3 competition
4 unemployment

166 Which Federal agency regulates U.S. domestic air commerce and international air commerce to and from the United States?

1 Federal Trade Commission
2 Interstate Commerce Commission
3 Federal Aviation Agency
4 Civil Aeronautics Board

167 Which group regulates civil aviation in the United States?

1 Air Traffic Conference
2 Interstate Commerce Commission
3 Federal Aviation Agency
4 National Air Carriers Association

Group Questions (168-194)

168 The hotels and motels of today are very different from the inns of 50 years ago. Name five factors that helped to bring about the "new look" in the lodging industry.

a

b

c

d

e

169 For each job description listed in a through e, write the number of the job title, chosen from the list below, that best fits that description.

Job Titles

(1) Bell captain
(2) Reservation clerk
(3) Room clerk
(4) Catering manager
(5) Checkroom attendant
(6) Night auditor
(7) Convention manager

Job Descriptions

_____a Makes arrangements for large groups wishing to stay at and hold meetings in the hotel

_____b Verifies the work of the front office and other sales departments with respect to guest charges and cash

_____c Supervises employees who handle guests' luggage

_____d Makes arrangements for dinner parties

_____e Cares for restaurant guests' outerwear

170 For each quotation listed in parts a through e, write the number of the step of a sale, chosen from the list below, which is illustrated by that quotation.

Steps of a Sale

(1) Approach
(2) Product knowledge
(3) Determining customers' needs
(4) Suggestion selling
(5) Demonstration
(6) Answering questions and objections
(7) Close

Quotations

_____a "Will that be charge or cash?"

_____b "How many persons will be in your party?"

_____c "The television is turned off by this switch right by your bed."

_____d "Good afternoon, may I help you?"

_____e "The room does feel a little too warm, but you can adjust the temperature yourself for your comfort."

171 For each sales suggestion listed in a through e, write the number of the employee, chosen from the list below, who should make that suggestion to the guest. (A number may be used more than once.)

Employees

(1) Room clerk
(2) Bellhop
(3) Waitress

Sales Suggestions

_____a In-room motion pictures

_____b Specialty of the house

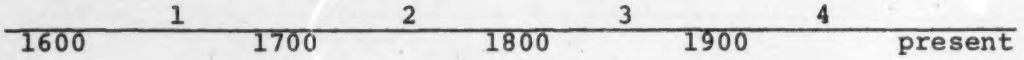
_____c Room service

_____d More expensive room for better view

_____e Additional comforts such as a water bed

172 For each event listed in a through e, write the number of the time period, chosen from the time line below, during which that event occurred. (Each time period may be used more than once or not at all.)

Time Periods



Events

_____a The Buffalo Statler provides private baths in each room.

_____b The Coles Inn begins offering a midday meal to its guests.

_____c The Tremont House offers private rooms with locks and bellhops to carry luggage.

_____d Sheraton and Hilton become major chains.

_____e The Palace, "World's Largest Hotel," is built in San Francisco and uses floor clerks for the first time.

173 For each employee listed in a through e, write the letter F if that employee is a front of the house employee or the letter B if that employee is a back of the house employee at a large hotel.

Employees

_____a Room clerk

_____b Bartender

_____c Housekeeper

_____d Bellhop

_____e Sous chef

174 For each description listed in a through e, write the number of the advertising medium, chosen from the list below, that best fits that description.

Advertising Media

(1) Brochures
(2) Newspapers
(3) Billboards
(4) Word of mouth
(5) Guide books
(6) Magazines
(7) Specialty items

Descriptions

_____a Most important single promotion form for motels

_____b Form usually used on a weekly basis to promote a hotel's facilities such as catering

_____c Most popular form of national advertising

_____d Literature providing ratings, locations, and other helpful information

_____e Colorful literature depicting the highlights of a hotel's facilities

175 For each promotion item listed in a through e, write the number of the hotel location, chosen from the list below, where that item should be placed in order to promote the services and facilities within the hotel. [A number may be used more than once or not at all.]

Hotel Locations

(1) Lobby
(2) Sauna
(3) Guest room
(4) Dining room
(5) Laundry room
(6) Hallway
(7) Elevator

Promotion Items

_____a Menus, table tents, beverage list

_____b Stationery, postcards

_____c Directory board of events

_____d Floor indicators listing special facilities

_____e Shirt wrappers, hangers

176 For each questionnaire item listed in a through e, write the number of the type of question, chosen from the list below, that best describes that item. (A number may be used more than once.)

Types of Questions

(1) Two-choice question
(2) Multiple-choice question
(3) Rating-scale question
(4) Open-ended question

Questionnaire Items

_____a The food in the Bar-B-Que Pit was_____Best I've ever eaten, _____Very Good,_____Good,_____Acceptable,_____Poor

_____b Did you enjoy our new closed-circuit TV facility? Yes_____No_____

_____c What was the most enjoyable part of your stay at the Beef's Bar-B-Que Inn?

_____d Why did you choose the Beef's Bar-B-Que Inn for tonight's lodging?

_____Radio advertisement
_____Newspaper advertisement
_____Travel guide rating
_____Recommendation
_____Other

_____e The service during my stay was

1 2 3 4 5 6 7 8
Excellent Good Poor

177 A hotel manager is conducting marketing research and must analyze the type of clients who are currently attracted to her hotel. She wishes to know who her guests are, what attracts them to the hotel, where they come from, when and why they come, and their means of travel.

Name five sources (inside and/or outside the hotel) she can use for collecting the above information.

a

b

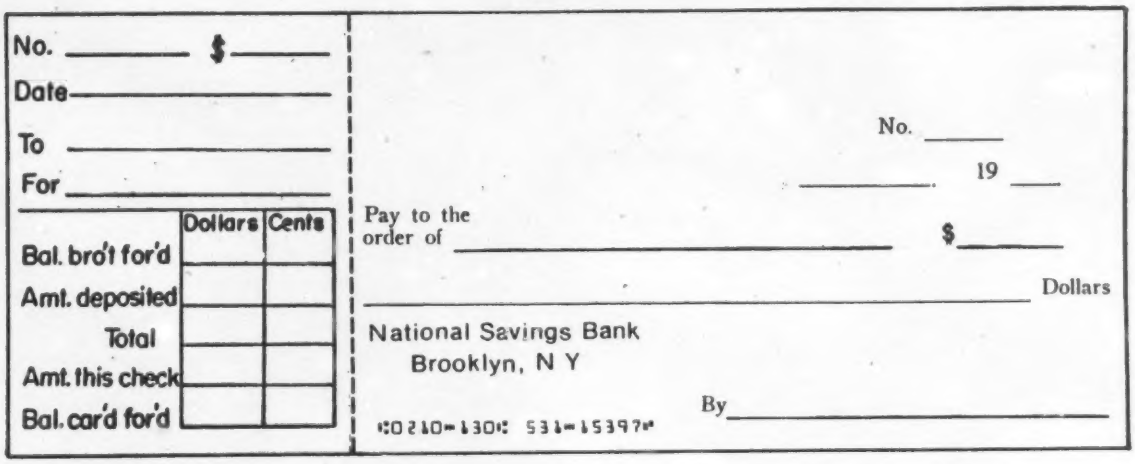
c

d

e

178 Using the following information, fill in the checkbook stub and check shown below.

Mr. Sam Lambert wrote check number 540 to Holiday Hotels Inc. on November 7th, 19__. The purpose of the $40 check was a deposit for a room reserved from November 10th to November 12th. The account had a balance of $250.31 prior to the check being entered.



179 List <u>five</u> procedures for handling the registration of a credit card guest.

a

b

c

d

e

180 For each situation listed in a through j, write the letter Y if the innkeeper has a legal right to refuse accommodations to a guest in that situation or the letter N if the innkeeper does not have a legal right to refuse accommodations.

Situations

_____a The inn is full. No rooms are available.

_____b The guest carries no luggage.

_____c The guest is drunk or disorderly when applying for a room.

_____d The guest appears unable to pay the innkeeper.

_____e The guest arrives at an unreasonable hour.

_____f The guest is accompanied by his pet dog and the inn has a rule against allowing pets.

_____g The guest is under 21.

_____h The guest is a known public enemy.

_____i The guest's intent to divert business to another hotel is known.

_____j The guest has a very sloppy appearance.

181 For each situation listed in a through j, write the letter Y if the innkeeper has a legal right to enter a guest's room without permission in that situation or the letter N if the innkeeper does not have a legal right to enter a guest's room without permission in that situation.

Situations

_____a To clean the room

_____b To turn off the air conditioner

_____c To protect the guest

_____d To close drapes

_____e To protect hotel property

_____f To awaken guests who fail to answer wake-up calls

_____g To prevent a crime

_____h To arrest a criminal

_____i To enforce the hotel's rules and regulations

_____j To deliver newspapers and mail

182 For each cause of food and beverage sales decline listed in a through e, write the number of the department head or manager, chosen from the list below, who is in the best position to solve the problem.

Department Heads and Managers

(1) General manager
(2) Executive chef
(3) Chief steward
(4) Catering manager
(5) Food and beverage controller
(6) Headwaiter
(7) Bartender

Causes of Food and Beverage Sales Decline

_____a Poor food preparation

_____b Indifferent dining room service

_____c Items on the wine list out of stock

_____d Dirty glasses in the lounge

_____e Inadequate amount of food available

183 For each job description listed in a through e, write the number of the catering department position, chosen from the list below, to which that description belongs.

Catering Department Positions

(1) Purchasing steward
(2) Head storeroom clerk
(3) Executive chef
(4) Banquet manager
(5) Headwaiter
(6) Food and beverage controller
(7) Wine steward

Job Descriptions

_____a Collects and analyzes data on food service operations

_____b Makes sure food items are secure and makes sure oldest items are used first

_____c Actually buys the foodstuffs to be used that day or in the near future

_____d Has the overall responsibility for the preparation of all food

_____e Sets up the dining facilities, dinnerware, flowers, etc.

184 Manufacturer A is shipping automobiles. Manufacturer B is shipping milk. For each shipping factor listed in a through e, write the number of the manufacturer or manufacturers, chosen from the list below, which would use that shipping factor in choosing a shipping method.

Manufacturers

(1) Manufacturer A, only
(2) Manufacturer B, only
(3) Both Manufacturer A and Manufacturer B

Shipping Factors

_____a Perishability
_____b Bulk
_____c Insurance
_____d Refrigeration
_____e Weight and size

185 For each transportation term listed in a through e, indicate the terms that relate to the transportation of people with the letter P and the terms that relate to the transportation of goods with the letter G.

Transportation Terms

_____a Excursion
_____b Porterage
_____c Piggyback
_____d Bill of fare
_____e Bill of lading

186 For each skill or attribute listed in a through e, write the number of the degree of skill, chosen from the list below, that best describes the importance of that skill to a transportation, travel, and tourism employee.

Degrees of Skill

(1) Essential
(2) Useful, but not essential
(3) Needed infrequently

Skills or Attributes

_____a Knowledge of customs regulations
_____b Ability to speak foreign language
_____c Knowledge of foreign currency
_____d Good telephone methods
_____e Neat appearance

187 For each item of information listed in a through e, write the number of the guide book or source, chosen from the list below, in which that information would be found.

Guide Books or Sources

(1) OAG North American Edition
(2) OAG Worldwide Edition
(3) OAG Travel Planner
(4) Official Hotel & Resort Guide
(5) Consolidated Air Tour Manual (CATM)
(6) Official Steamship Guide
(7) Cook's Continental Timetable

Items of Information

_____a Flight from Chicago to Hong Kong

_____b Cruise from San Juan

_____c Hotel for Paris, France situated near the Champs Élysées, Deluxe Category

_____d Package tour for the Super Bowl

_____e Closest airport to Canada College, Calif.

188 List five items which may be included in a complete tour package.

a

b

c

d

e

189 The Eurailpass is a best seller in North American travel agencies because it offers unlimited first-class rail travel in Europe for a reasonable price. Name five countries throughout which the Eurailpass provides excellent transportation.

a

b

c

d

e

190 For each tour description listed in a through e, write the number of the type of tour, chosen from the list below, that best fits that description.

Types of Tours

(1) Independent
(2) Escorted
(3) Package
(4) Inclusive
(5) Convention
(6) Incentive
(7) Charter

Tour Descriptions

_____a A tour at a flat rate including air fare, accommodations, transfers, sightseeing

_____b Travel offered as a prize to stimulate employees' sales

_____c Largest tour commission earned because rate normally includes more items: transportation, hotels, meals, sightseeing, tour conductor expense, etc.

_____d Known as "nontour tours" -- nonregimented, usually includes only transportation, hotel, and a few meals

_____e A tour which can only be cancelled before a certain date

191 For each description of an organization in a through e, write the number of the organization, chosen from the list below, that best fits that description.

Organizations

(1) Civil Aeronautics Board
(2) International Air Transport Association
(3) Air Traffic Conference
(4) Interstate Commerce Commission
(5) Federal Trade Commission
(6) U.S. Department of Transportation
(7) National Air Transport Conference

Descriptions of Organizations

_____a Division of the Air Transport Association which sets standards and establishes agreements regulating dealings among domestic airlines

_____b Voluntary membership association of international airlines that provides a unified system of worldwide air transportation

_____c Federal agency that regulates United States domestic air commerce and international air commerce to and from the United States

_____d Federal agency that regulates and supervises commerce between the states

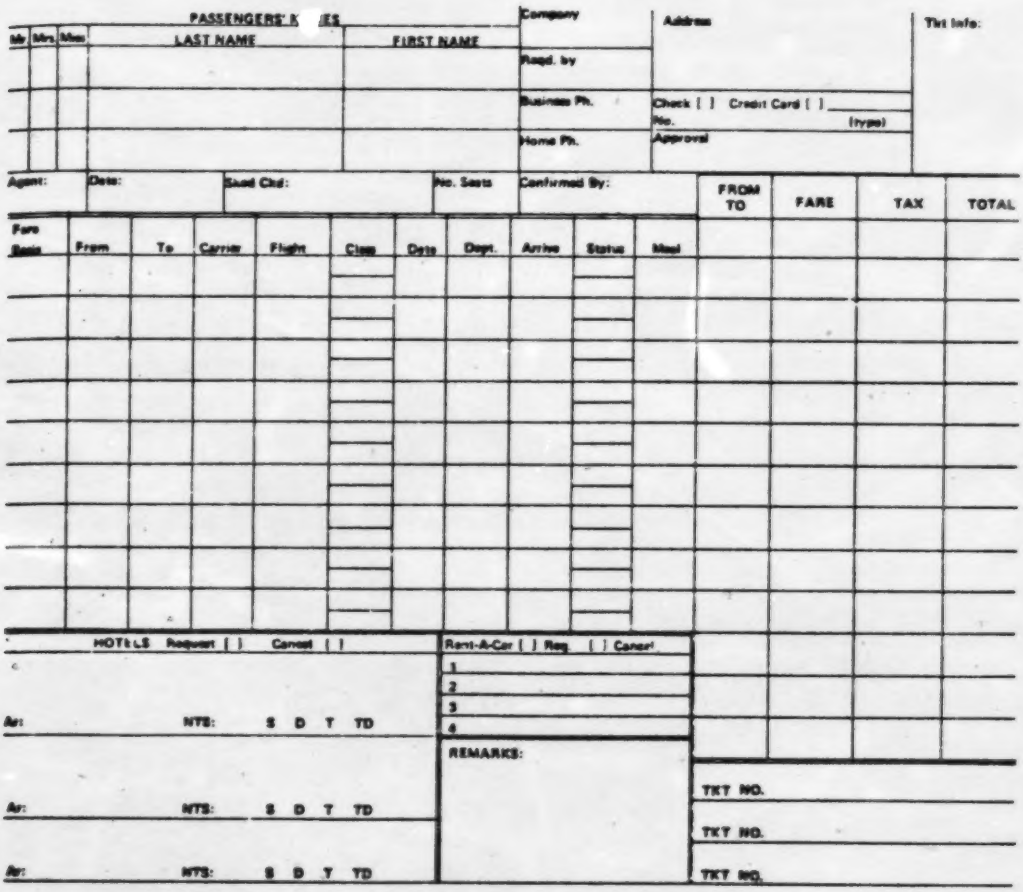
_____e United States Commerce Department agency for the promotion of tourism

192 Mr. Edward Smith's secretary is on the telephone requesting reservations for an upcoming business trip. Using the following information, complete the Airline Reservation and Ticketing Card shown below.

Customer: Mr. Edward Smith
Company: IBM
Date needed: July 15, 19__
Business phone: (518) 242-2323
Home Phone: (518) 737-2653
Address: 11 Reber Lane, Albany, NY 12203
Paid by: VISA Credit Card No. 430 370 509 360
Your Initials
Schedule Checked

7/18 Departing Kennedy International on American #363 arriving Rochester, no meal, First Class
Hotel Requested: Ramada Inn -- Two Nights -- Single

7/20 Departing Rochester on United #215 arriving Chicago O'Hare, dinner flight, Coach
Hotel Requested: Ramada Inn-Airport -- Two Nights -- Single
Car required: Avis preferred, econ.

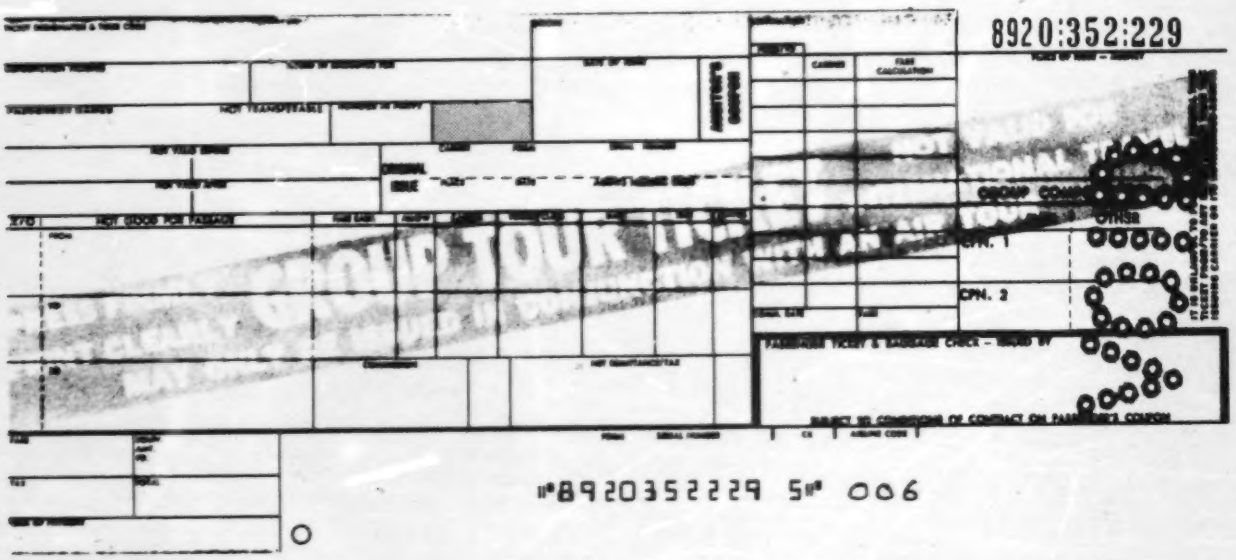


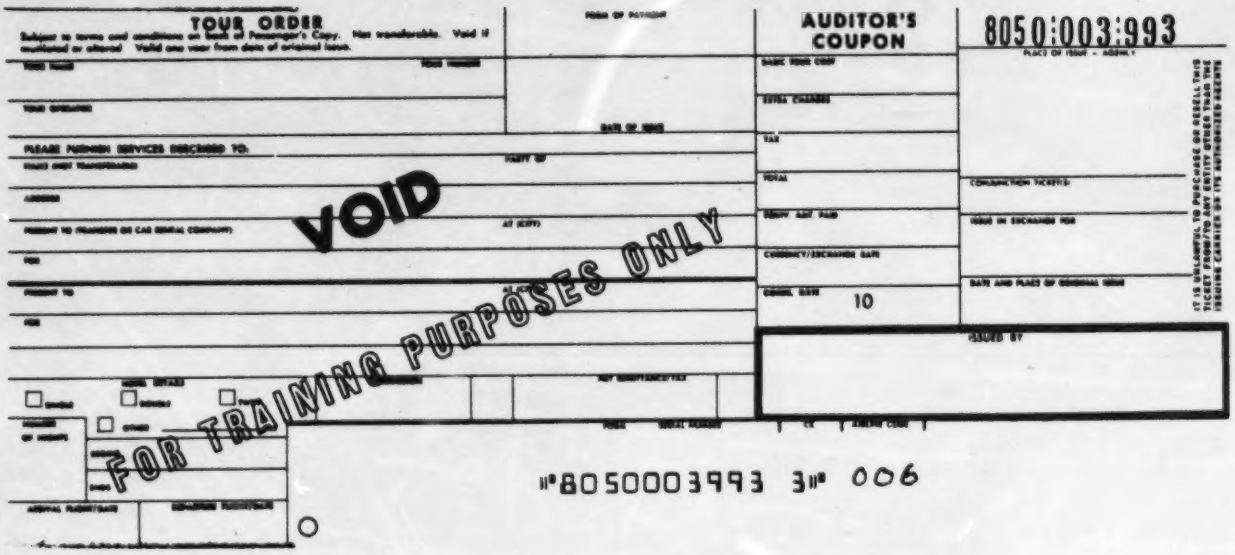
Note: Appropriate reference materials must be provided for the following question. Ticket blanks for educational institutions are available through:

Air Traffic Conference of America
Ticket Control & Requisition Division
1709 New York Avenue N. W.
Washington, D. C. 20006

193 a Write a ticket for Mr. and Mrs. J & f Doyle, and Kathy (10 yrs), who are traveling to Miami from New York City on a class YN flight on March 1 and returning on a class FN flight on March 4.

b Write a tour order for their confirmed hotel reservations at the Sonesta Beach Hotel & Tennis Club. The dates are March 1-4 at the package rate of $129.00 per person E.P. (adult), and the child pays $39.00 additional. They would like M.A.P., and the charge is $14.00 daily per adult and $11.00 for the child. This was confirmed through Gogo Tours and the IT No. is ITG-GOGKA 3. Transfers are provided by Red-Top Limousine Service.





194 For each passenger inquiry listed in a through e, write the number of the section of the Local and Joint Passenger Rules Tariff (LJPRT), chosen from the list below, which contains the information necessary to answer that inquiry.

LJPRT Sections

(1) General Rules
(2) Tickets
(3) Reservations
(4) Fares and Routings, General
(5) Special Fares and Charges
(6) Baggage
(7) Refunds and Rerouting

Passenger Inquiries

_____a Is it permissible to take a folding wheelchair on board an airplane?

_____b May a dog trained to lead the blind accompany a passenger into the airplane passenger compartment?

_____c Is there a charge for children on this flight?

_____d Why are there two fares listed for a flight from New York City to Los Angeles?

_____e What happens if my flight is cancelled?

Travel and Tourism Key

(1)	3	(34)	4	(67)	1	(100)	1	(133)	2
(2)	2	(35)	3	(68)	2	(101)	1	(134)	4
(3)	4	(36)	3	(69)	1	(102)	4	(135)	3
(4)	3	(37)	2	(70)	2	(103)	1	(136)	3
(5)	2	(38)	1	(71)	1	(104)	2	(137)	4
(6)	2	(39)	1	(72)	1	(105)	2	(138)	2
(7)	3	(40)	4	(73)	2	(106)	1	(139)	3
(8)	3	(41)	1	(74)	4	(107)	4	(140)	1
(9)	4	(42)	3	(75)	3	(108)	3	(141)	3
(10)	3	(43)	1	(76)	3	(109)	4	(142)	2
(11)	2	(44)	4	(77)	3	(110)	3	(143)	3
(12)	1	(45)	2	(78)	4	(111)	2	(144)	2
(13)	1	(46)	2	(79)	2	(112)	2	(145)	3
(14)	2	(47)	3	(80)	3	(113)	2	(146)	3
(15)	4	(48)	2	(81)	3	(114)	2	(147)	2
(16)	3	(49)	4	(82)	4	(115)	4	(148)	2
(17)	3	(50)	4	(83)	1	(116)	1	(149)	3
(18)	2	(51)	1	(84)	3	(117)	2	(150)	2
(19)	2	(52)	3	(85)	1	(118)	4	(151)	2
(20)	4	(53)	1	(86)	2	(119)	1	(152)	4
(21)	4	(54)	1	(87)	2	(120)	4	(153)	4
(22)	3	(55)	2	(88)	2	(121)	4	(154)	3
(23)	4	(56)	3	(89)	1	(122)	4	(155)	2
(24)	3	(57)	4	(90)	2	(123)	1	(156)	2
(25)	1	(58)	4	(91)	3	(124)	1	(157)	4
(26)	1	(59)	3	(92)	3	(125)	3	(158)	3
(27)	3	(60)	3	(93)	2	(126)	4	(159)	1
(28)	3	(61)	1	(94)	4	(127)	2	(160)	2
(29)	2	(62)	4	(95)	3	(128)	1	(161)	3
(30)	2	(63)	3	(96)	3	(129)	1	(162)	1
(31)	2	(64)	4	(97)	4	(130)	4	(163)	3
(32)	1	(65)	3	(98)	3	(131)	3	(164)	4
(33)	2	(66)	2	(99)	4	(132)	1	(165)	2
								(166)	4
								(167)	3

(168) Suggested factors:

More leisure time
Increased consumer mobility
Improved highway networks
Increased business travel demands
Development of suburbs
Availability of credit
Better educated consumers
Increased conventioneering
Development of special interest hotels
Franchising (hotel and motel)
Increased competition
Use of advertising
Computerization
Changing technologies:
  Air-conditioning
  Architecture

(169)

a	7
b	6
c	1
d	4
e	5

(170)

a	7
b	3
c	5
d	1
e	6

(171)

a	1
b	3
c	2
d	1
e	1

(172)

a	4
b	1
c	3
d	4
e	3

(173)

a	F
b	B
c	B
d	F
e	B

(174)

a	3
b	2
c	6
d	5
e	1

(175)

a	4
b	3 or 1
c	1
d	7
e	3

(176)

a	2
b	1
c	4
d	2
e	3

(177) Suggested sources:

Guest history cards
Guest registration cards
In-room survey cards
Credit card receipts
Complaint letters
Direct questioning
Coupons
Chamber of Commerce
State Highway Department
Convention and Visitors Bureau
Local government
Tour companies
Professional market research organizations

(178)

No. 540 $40.00
Date
To Holiday
For Res. 11/10-12

	Dollars	Cents
Bal. brd't for'd	250	31
Amt. deposited	—	—
Total	250	31
Amt. this check	40	00
Bal. car'd for'd	210	31

No. 540
Nov. 7 19 ___
Pay to the order of Holiday Hotels Inc. $40.00
Forty and 00/100 Dollars
National Savings Bank
Brooklyn, N Y
:0210-130: 531-15397#
By Sam Lambert

(179) Suggested procedures:

Ask for card--make imprint
Check expiration date
Have customer sign
Compare signature with credi card
Check cancelled card list
Check to see if copies have been made
Call for authorization if amount requires

(180)

a	Y
b	N
c	Y
d	N
e	N
f	Y
g	N
h	Y
i	Y
j	N

(181)

a	Y
b	N
c	Y
d	N
e	Y
f	N
g	Y
h	Y
i	Y
j	N

(182)

a	2
b	6
c	5
d	7
e	3

(183)

a	6
b	2
c	1
d	3
e	5

(184)

a	2
b	2
c	3
d	2
e	1

(185)

a	P
b	P
c	G
d	P
e	G

(186)

a	2
b	3
c	2
d	1
e	1

(187)

a	2
b	6
c	4
d	5
e	3

(188) Suggested items:

Air transportation
Hotel accommodations
Sightseeing tour
Transfers
Meals
Car rental
Tips and gratuities
Bus/rail passes
Entertainment (e.g., show tour)

(189)

Countries in which Eurailpass may be used:

Austria	Luxembourg
Belgium	Norway
Denmark	Portugal
Finland	Spain
Holland	Sweden
Italy	Switzerland
France	West Germany

(190)

a	4
b	6
c	2
d	3
e	7

(191)

a	3
b	2
c	1
d	4
e	7

(192)

Mr.	Mrs.	Miss	PASSENGERS' NAMES LAST NAME	FIRST NAME
X			SMITH	EDWARD

Company: IBM
Reqd. by:
Business Ph.: 242-2323
Home Ph.: 737-2653

Address: 11 REBER LANE ALBANY, N.Y.
Check [ ] Credit Card [X] VISA
No. 4303705093 60 (type)
Approval

Tkt Info:

Agent: | Date: | Exped Clrd: | No. Seats | Confirmed By:

Fare Basis	From	To	Carrier	Flight	Class	Date	Dept.	Arrive	Status	Meal	FROM TO	FARE	TAX	TOTAL
F	JFK	ROC	AA	363	F	7/18				-				
Y	ROC	ORD	VA	215	Y	7/20				D				

HOTELS Request [X] Cancel [ ]

RAMADA INN
Ar: JULY 18 NTS: 2 S D T TD

RAMADA INN-ARPT
Ar: JULY 20 NTS: 2 S D T TD

Ar: NTS: S D T TD

Rent-A-Car [X] Req [ ] Cancel
1 AVIS/ECON
2
3
4

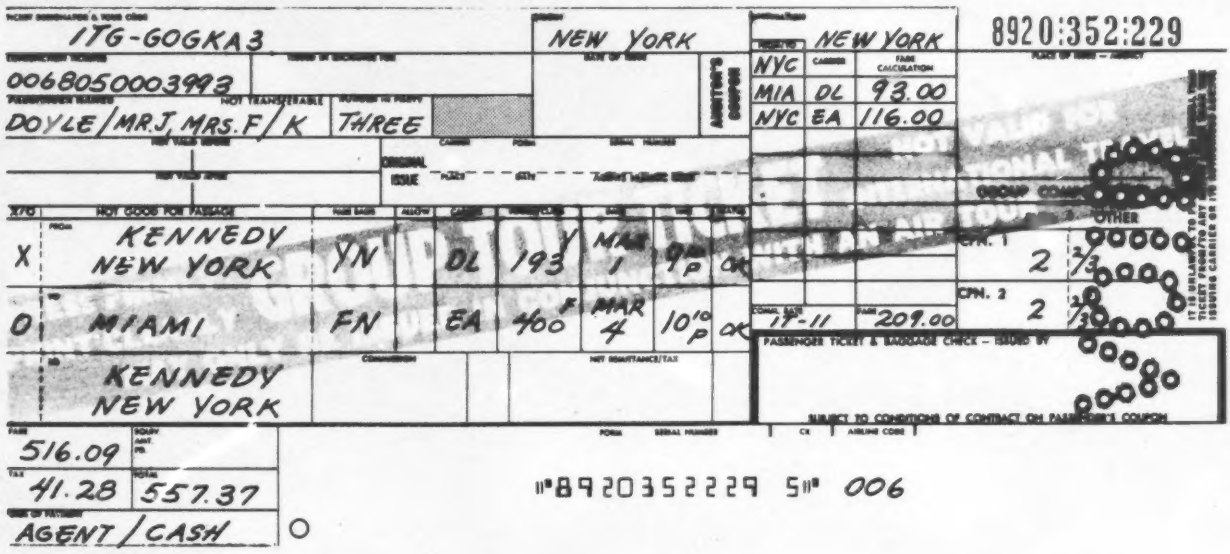
REMARKS:

TKT NO.
TKT NO.
TKT NO.

(193) a

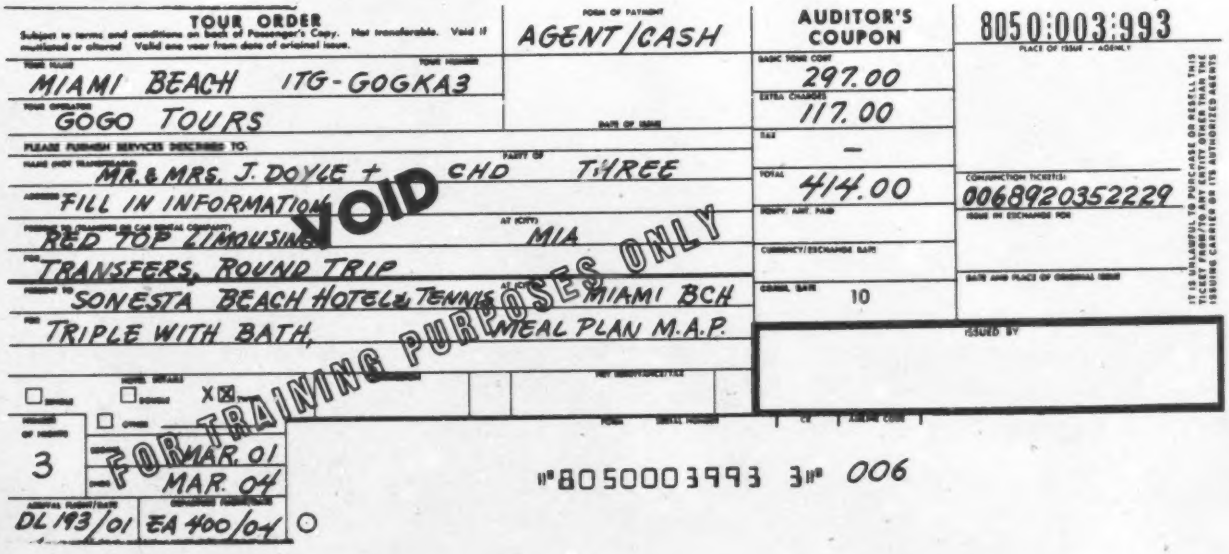
Note: This is a sample. Actual flight numbers, airlines, costs, etc. will depend on reference materials provided.

GROUP TOUR TICKET



b

TOUR ORDER



(194)

a 6
b 1
c 5
d 4
e 7